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U.S. MAIL

CREATIVE SOLUTIONS FOR YOUR BUSINESS NEEDS

ADDRESSING WITH BAR CODES

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BARCODING—ALL LINED UP FOR GREAT BENEFITS

When you add ZIP+4® bar codes to your First- and third-class letter mail, and presort to 5-digits, you're all lined up for saving on your postage costs. Your mail is processed faster, delivery is more accurate, and turnaround is speedier. Best of all, your profits can be greater.

And that's not all! When your mail is barcoded, it skips steps in the sorting process. This helps us hold down operating costs and pass the savings on to you.

SUMMING UP THE SORTING PROCESS

If your mail isn't readable on our optical character readers (OCRs) and doesn't have bar codes, it requires mechanized or even manual processing. (Our Notice 189, *ZIP+4 Code Procedures* has information on readability requirements.)

If it's readable, the mail first passes through the OCR which converts the numeric code to a bar code. Then it goes to a bar code sorter (BCS) which reads only the bar code and sorts the mail to its final destination.

Now, if you bar code your mail, it skips the initial processing steps altogether and goes straight to the BCS—saving you and the Postal Service time and money.

PREPARING FOR SPEEDIER SORTING

It's simple! When it comes to addressing your mail, you'll find the BCS is easy to please. It only concerns itself with the bar code. Therefore, barcoded mail doesn't need to be OCR readable. This is particularly good news to those of you who prefer more flexibility in the design of your mail pieces.

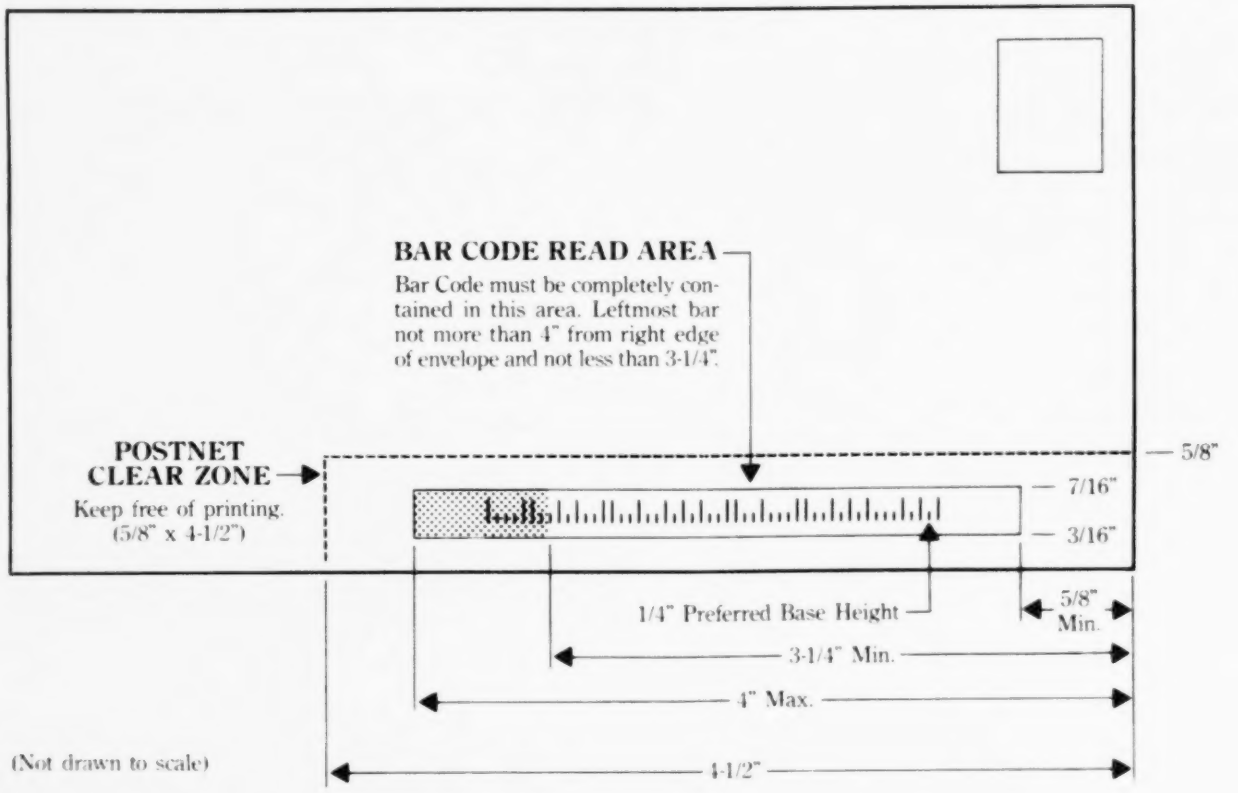
All you have to do is set up an area in the lower right corner of the mail piece for the bar code. Keep this area clear of any printing other than the bar code. Then the sorter will get an accurate "read." The following illustration shows the read area and its measurements.

WHAT IT TAKES TO BAR CODE YOUR MAIL

Recent advances in technology allow any business mailer with the minimum volume needed for presorting to get an additional discount through ZIP+4 barcoding their 5-digit presorted mail. And, with little added effort or expense.

Barcoding equipment is already available through various manufacturers at relatively low cost. The types range from a small desk-top unit to retrofits for your existing mail preparation machines.

It doesn't matter which method you use to bar code your mail as long as it meets our specifications. These can be found in the *Domestic Mail Manual* or our Publication 25, *A Guide to Business Mail Preparation*.


BAR CODE READ AREA
Bar Code must be completely contained in this area. Leftmost bar not more than 4" from right edge of envelope and not less than 3-1/4".
POSTNET CLEAR ZONE
Keep free of printing. (5/8" x 4-1/2")
5/8"
7/16"
3/16"
1/4" Preferred Base Height
5/8" Min.
3-1/4" Min.
4" Max.
4-1/2"
(Not drawn to scale)

BETTER MAILING PRACTICES, BIGGER DISCOUNTS

Remember, you can design your mail as you choose. So, if you've lost out on ZIP+4 coding discounts because you couldn't meet readability requirements, barcoding gives you a choice and another opportunity to save. You'll still reap all the benefits of ZIP+4 coding, like cleaner address lists and improved demographics for your marketing plans.

Barcoding can also increase the efficiency of your presorting operations. Presort after barcoding and you, or your service bureau, can merge several different mailings for a maximum discount. And it helps reduce the number of pieces that don't qualify.

Bar code your business mail now and look forward to some of the best discounts ever!

WE'RE GLAD TO ANSWER YOUR BARCODING QUESTIONS

Should you need more information on how, why and when to bar code, just contact your account representative or local postmaster.

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